

Fig. 1

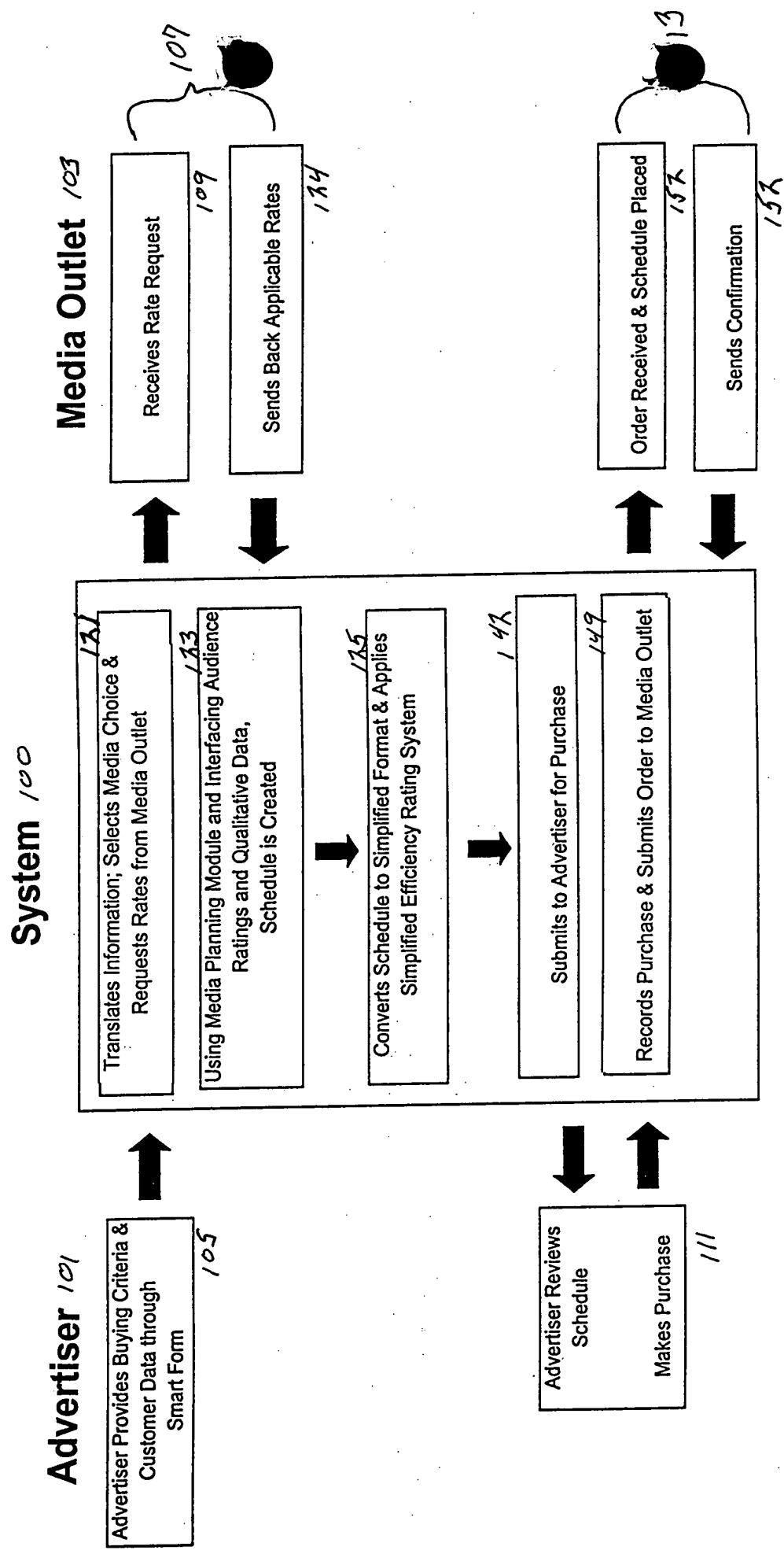
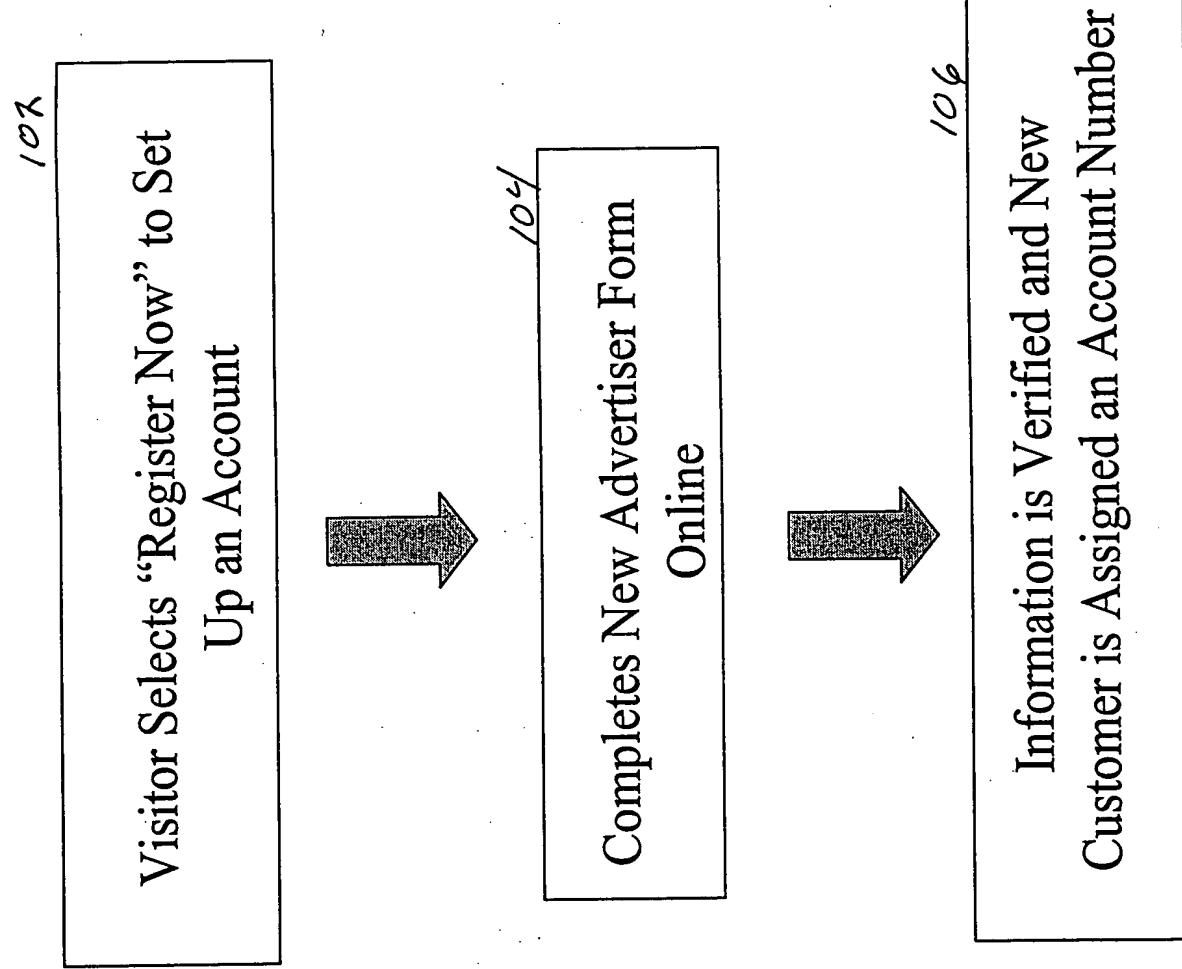


Fig. 2



**Fig. 3**

00000000000000000000000000000000

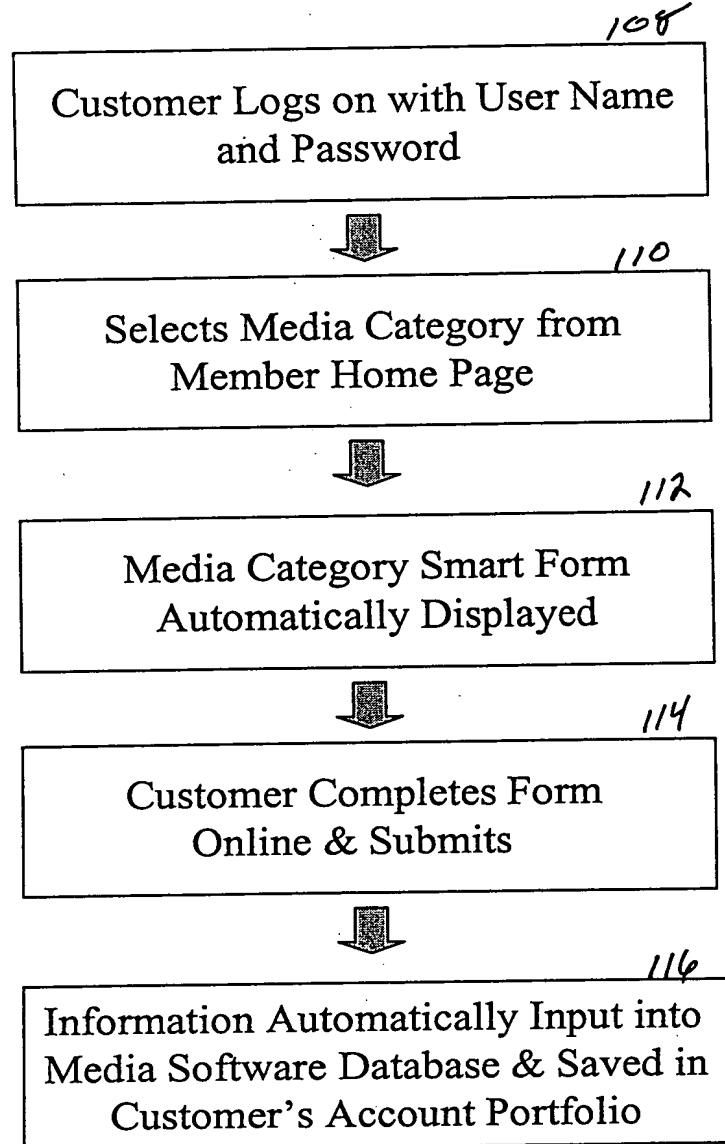


Fig. 4

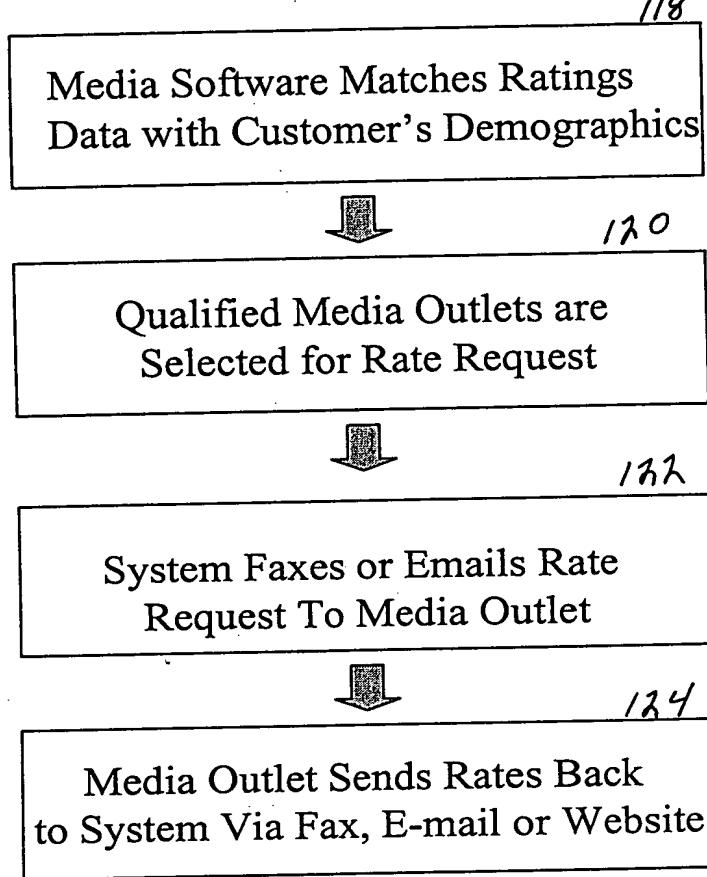


Fig. 5

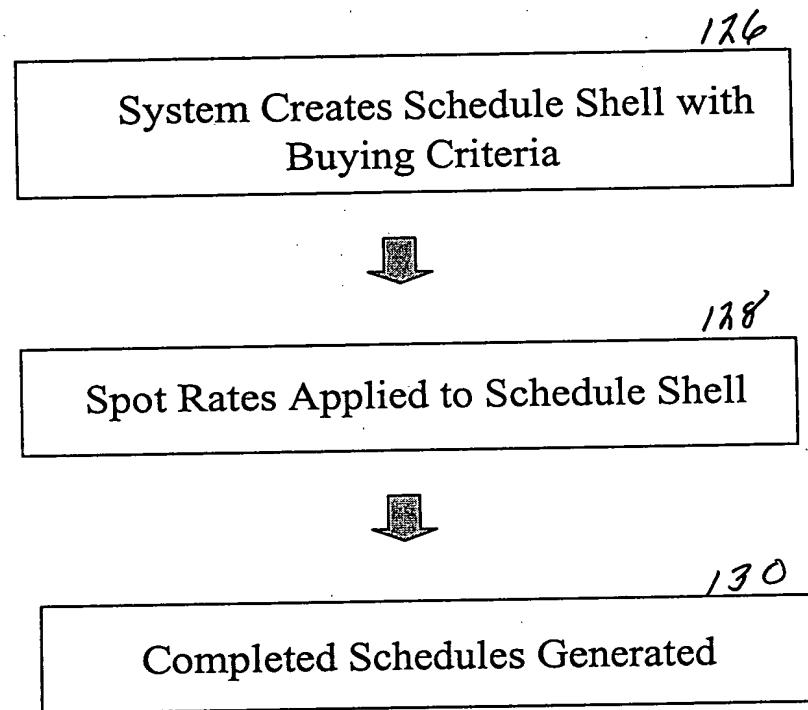


Fig. 6

00062800 "65205360

132  
Each Schedule's Cost per Point Level  
is Matched with the Market Average

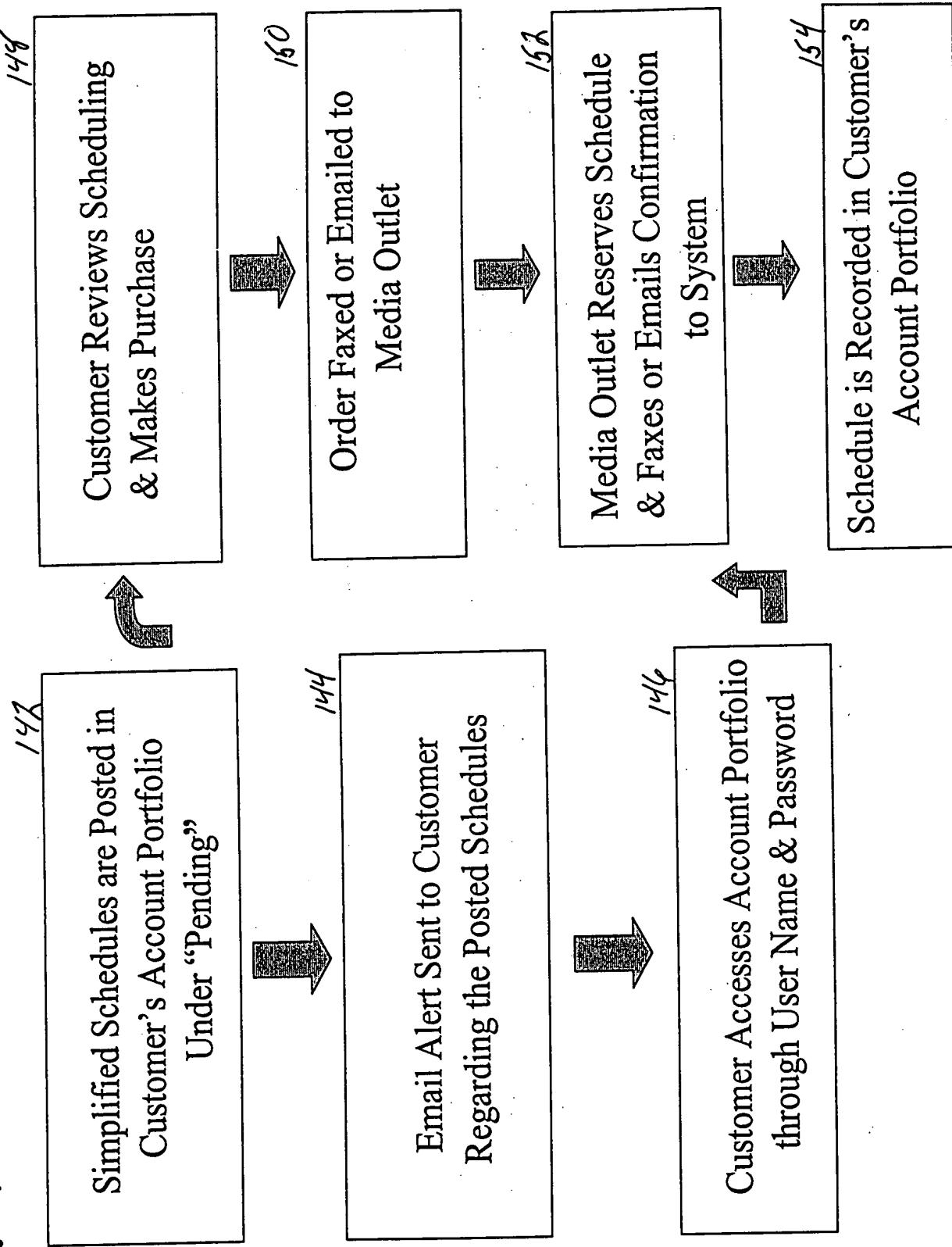
134  
The Difference is Converted  
to a % of Variance

136  
% of Variance is Assigned a  
Numerical Rating &  
Applied to each Schedule

138  
Numerical Rating Categorized:  
Poor Efficiency  
Good Efficiency  
Excellent Efficiency

140  
Attach Simplified Rating System  
Bar to Each Schedule

Fig. 7



## SMART FORM

**COMPANY NAME:**

**BILLING ADDRESS:**

## **COMPANY CONTACT:**

---

**PHONE** \_\_\_\_\_ **EMAIL** \_\_\_\_\_ **FAX** \_\_\_\_\_

**CAMPAGN NAME:** \_\_\_\_\_

## (DROP DOWN MENUS) PRODUCT OR SERVICE CATEGORY

- Automotive
- Pet Supplies
- Banking/Financial
- Restaurant/Fast Food
- eCommerce
- Sporting Goods
- Home Improvement
- Telecommunications
- Housewares
- Toys
- Insurance
- Women's Clothing
- Other \_\_\_\_\_

## **HOW OFTEN IS YOUR PRODUCT/SERVICE PURCHASED?**

Daily  Weekly  Monthly  1-2 Times per Year  Every 2 Years or More

## **HOW MUCH COMPETITION DO YOU HAVE FOR YOUR PRODUCT/SERVICE IN YOUR MARKET AREA?**

Many Competitors  Few Competitors  No Competition

**WHAT IS THE PURPOSE OF YOUR ADVERTISING?**

Brand Building/Name Awareness  Sales Event  Direct Response

**WHAT OTHER MEDIA ARE YOU CURRENTLY USING BESIDES  
TV/CABLE/RADIO?**

Newspaper  Magazine  Radio  Television  Outdoor  Internet  None

**YOUR CUSTOMER PROFILE (Check all boxes that apply)**

**AGE:** Teens  25-34  45-54  18-24  35-44  55+

**GENDER:** Male  Female  Both

**AVG. ANNUAL INCOME:** \$25,000 & Under  \$65,000-\$90,000

\$25,000-\$40,000  \$90,000-\$125,000

\$40,000-\$65,000  Over \$125,000

**QUALITATIVE** : Additional information to describe your customer:

**Race** White  African American  Hispanic  Asian  Other

**Education** High School  College  Advanced Degree

**Occupation** Professional  Clerical  Blue Collar  Retired  Student

Other  \_\_\_\_\_

**Residence** Own  Rent  House  Apartment/Townhouse

**SCHEDULING** Start Date: \_\_\_\_\_ (Month/Day/Year)

End Date: \_\_\_\_\_ (Month/Day/Year)

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**FIG. 8 C**

**(DROP DOWN MENU)**

**TV/CABLE**

<b><u>SELECT DAYPARTS</u></b>	<b><u>SELECT DAYS</u></b>
<input type="checkbox"/> All Dayparts	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Early Morning (7am-9am)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Daytime (9am-4pm)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Early Fringe (4pm-6pm)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Prime Access (6pm-7pm)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Prime Time (7pm-10pm)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Late Access (10pm-10:30pm)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Late Fringe (10:30pm-12m)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Other _____	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Other _____	Mon□Tues□Wed□Thur□Fri□Sat□Sun□

**RADIO**

<b><u>SELECT DAYPARTS</u></b>	<b><u>SELECT DAYS</u></b>
<input type="checkbox"/> All Dayparts	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Morning Drive (6am-10am)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Mid-Day (10am-3pm)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Afternoon Drive (3pm-7pm)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Evening (7pm-12m)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Prime Rotator (6am-7pm)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Broad Rotator (6am-12m)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Overnight (12am-12am)	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Other _____	Mon□Tues□Wed□Thur□Fri□Sat□Sun□
<input type="checkbox"/> Other _____	Mon□Tues□Wed□Thur□Fri□Sat□Sun□

**FIG. 8 D**

**LENGTH OF SPOT** :60  :30  :15  :10

**GEOGRAPHIC**  Marketwide Coverage  W. Houston  Baytown  Kingwood  
 NW Houston  Clear Lake  Ft. Bend

**NETWORKS/STATIONS** **Rates For All Programs and Networks/Stations Meeting Your Buying Criteria Will Be Requested. If There Are Any Networks/Stations You Do Not Want Us to Request Rates For, Please Check Below:**

**(DROP DOWN MENU)**

<b>Cable</b>	<b>TV</b>	<b>Radio</b>
<input type="checkbox"/> A&E	<input type="checkbox"/> Sports	<input type="checkbox"/> KAAA
<input type="checkbox"/> CNN	<input type="checkbox"/> Soap Opera	<input type="checkbox"/> KCCC
<input type="checkbox"/> Comedy Channel	<input type="checkbox"/> Daytime Talk Show	<input type="checkbox"/> KDDD
<input type="checkbox"/> ESPN	<input type="checkbox"/> Prime Time Drama	<input type="checkbox"/> KEEE
<input type="checkbox"/> Fox Family Channel	<input type="checkbox"/> Comedy	<input type="checkbox"/> KFFF
<input type="checkbox"/> Headline News	<input type="checkbox"/> Other _____	<input type="checkbox"/> KZZZ
<input type="checkbox"/> Lifetime	<input type="checkbox"/> Other _____	
<input type="checkbox"/> TBS		
<input type="checkbox"/> USA		

**BUDGET** Please identify the total dollars allocated for above time period:  
\$ \_\_\_\_\_

**TO CONTACT US FOR ASSISTANCE:**  
**CUSTOMERHELP@FREEADSERVICE.COM**

1-800-000-000

**SUBMIT REQUEST**

**CLEAR REQUEST**

Fig. 9

Cost Per Point of \$150.00

### Simplified Broadcast Rating System

Above Market Average      Market Average      Below Market Average

